Journal of Higher Education Outreach & Engagement

University of Georgia

Office of the Vice President for

Public Service & Outreach

In this Presentation

Publishing Engaged Work

Measuring Impact

Communicating Impact

Reviewer Comments

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Journal of

Higher Education Outreach & Engagement

Publishing Engagement Scholarship

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Publishing on Engagement Scholarship

University-Community Partnerships

- Outreach

- Public Service

- Community-based participatory research, applied research, policy analysis

- Service-Learning

- Engagement, Community Engagement, Public Engagement

- Extension

- Technical assistance, technology transfer, program development

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Submission Categories

- Six Submission Categories
  - Research Articles
  - Reflective Essays
  - Projects with Promise
  - Practice Stories from the Field
  - Book Reviews
  - Dissertation Overviews

Guidelines for Submission

- Be
  - original
  - unpublished
  - not under consideration by another publication
  - not more than 10,000 words
- Include
  - a 100-word abstract
  - typed, double-spaced
  - formatted using APA style
  - saved in Microsoft Word
- Be copy edited prior to submission

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Evaluation Standards

- 2 Reviewers
- Criteria
  - appropriateness for *Journal's* mission,
  - significance in advancing the fields of university-community engagement, and public scholarship
  - rigor of scholarship
  - readability and flow
  - degree to which moves beyond description to demonstrating long-term
- Additional criteria relative to the specific submission category

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Meeting the Challenge of the Peer-Reviewed Journal Publication

Measuring Impact

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Measuring Impact

How do you really know that your university-community partnership is achieving its desired goal(s)?

- Start when you are designing the project
- What do you want to know?
- Secure IRB approval

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Measuring Impact

Examples of Impact

Changes in Economics	Changes in Environment	Changes in Society or Health
• Increase in number of jobs • Reduction in poverty levels	• Improved water quality	• Decrease in divorce rate • Decrease in cases of diabetes

Strengthening Your Engagement Dossier, Nancy K. Franz, Associate Dean Extension, Iowa State University
The National Outreach Scholarship Conference (October 4-6, 2010; Raleigh, NC)

Community
Students
Faculty

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Measuring Impact

Examples of Impact

| Learning of Academic Content | • Disciplinary knowledge and skills |

| Personal Growth | • Speaking skills
• Time management skills |

| Sense of Civic Responsibility | • Public service commitment |

Community

Students

Faculty

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Measuring Impact

Examples of Impact

Professional Development

- Changes in roles
- Perspectives
- Direction of research, teaching, or outreach and engagement
- Promotion and Tenure
- Recognition

Community

Students

Faculty

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Measuring Impact

Types of Measures

Research Projects: Qualitative & Quantitative

Focus Groups & Surveys

Before & After Assessments; Feedback Forms

Numbers & Frequencies

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Measuring Impact

- Measure the **learning**, **action**, and **condition changes** in people that address an issue
  - decreasing obesity in youth
    - Habits for better nutrition
    - Increase in exercise
- Focus on the *impact* rather than the process
  - decreasing obesity rather than how the program workshop was implemented

Measuring Impact

Early in the Process

- Involve the community
  - Design
  - Data collection
  - Data analysis
  - Application
- Secure IRB Approval

Measuring Impact

End of Section

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Meeting the Challenge of a Peer-Reviewed Journal Publication

Communicating Impact
with Past Reviewer Comments

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Communicating Impact

- Steps for writing an effective article related to university-community projects
- 7 steps:
  1. Setting the Context
  2. Measuring Impact: Methods
  3. Findings
  4. Discussion and Implications
  5. Epilogue: Next Steps
     - Sustaining the project
  6. Conclusion: Take Away for Reader
     - Lessons Learned
     - Best Practices

Communicating Impact

7 steps:

1. Setting the Context
2. Measuring Impact
3. Findings
4. Implications
5. Epilogue
6. Conclusion

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Communicating Impact

- Initially identify:
    - University partner
    - Community partner

- Then, identify:
    - Community partner need
        - Research literature on community need

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Communicating Impact

- Describe the project
  - Who?
  - What?
  - When?
  - Where?

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Communicating Impact
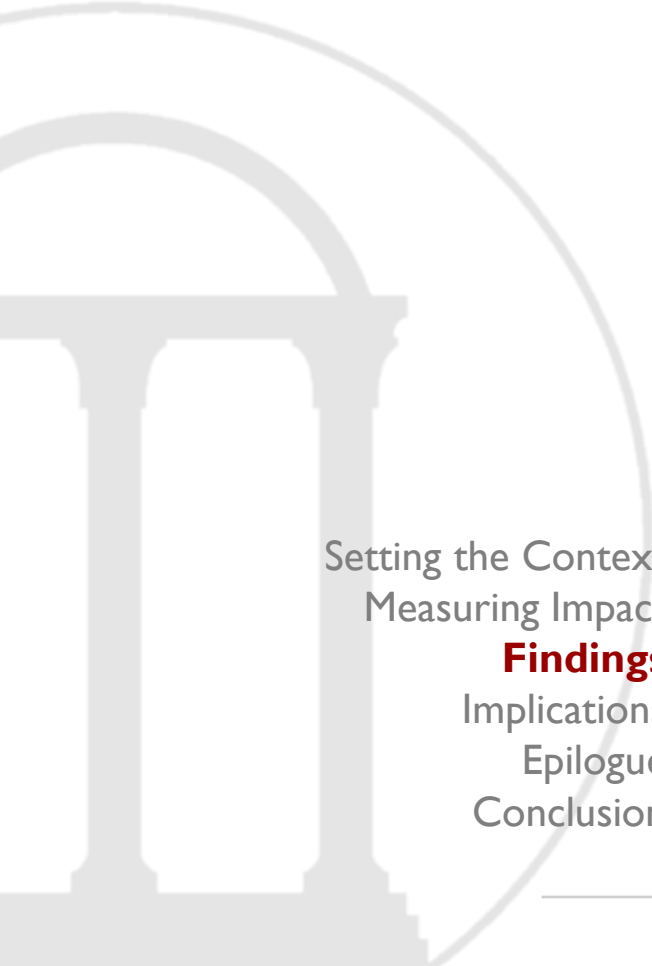
- What do you want to measure?
- Did you get IRB approval?
- What assessment methods are used?
  - Full disclosure: What relationship do you have with the project? What role do you play in conducting the study of impact?
  - Sample selection: Do you have a control group? If not, why?
  - Data collection
  - Data analysis

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Communicating Impact

- Not more than, nor less than:
  - What were you measuring?
  - What did you learn?

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Communicating Impact

- What new knowledge comes from the findings?

- Why do the findings matter?

- How will the findings be used for this specific project?

- For this project:
  - Is the project/program sustained over time? If so, how?
  - Did the findings of this study have an impact on sustaining—or not?

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Sample Reviewer Comments

Reviewer Comments

"The research and analysis in this study is designed to parse out the effectiveness of theater as an engagement strategy to address a health issue. The manuscript should be reorganized and presented more pointedly as research on theater as an engagement strategy rather than about the health issue."

Overall Concept
Title & Concept
Setting Context
References
Methodology
Findings
Conclusions

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Reviewer Comments

"It it hard to see the relevance of the title in relation to the content of the essay."

"This is a well written paper, but there is lack of focus. The paper tries to do two things—evaluate a community health program AND describe a student-centered project. As written neither goal is realized."

Overall Concept
Title & Concept
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Reviewer Comments

The community: "The authors need to provide more background about why they are focusing on this region. What is unique about the region in addition to the fact that disease rates are high? Are there characteristics and culture that are specific to the region and of particular importance to this study?"

"more explicit explanation is needed as to the process of choosing to focus on X disease prevention and leadership development."

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Reviewer Comments

"It is stated that X disease rates in this region are some of the highest in the nation, but those rates are not given."

The article focuses on a health education effort and its evaluation, "but the reader is not offered much information about the ways in which the university engaged with the community in developing this study."

The intervention to address X health outcomes Is not sufficiently described, and the data analyses inadequate.

Reviewer Comments

This article is description of a needs assessment done to develop a health intervention program to reach X population. More information is needed about the background community, the needs assessment date gathering process, the pilot program, what happened after the pilot program (were any changes made based on the findings from the pilot?).

Overall Concept
Title & Concept
Setting Context
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Reviewer Comments

- The literature cited is quite outdated.
- At numerous points in the manuscript there is need for more explanation justification, and citation for statements and assertion that are made.
- The article is a good start for the author's future research; however, more data is necessary.
- In order to make an impact, the manuscript requires additional methodology details and a clear definition of the author's goals.

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Reviewer Comments

- The weakness of the paper is the empirical section. It would be helpful to have more student respondents and to have more than one year of data.

- The date collected is not in-depth, nor critically discussed. The author interviewed the students and asked questions about their perceptions and feeling, but there is not connection to academic questions.

- The students worked for the program for a very short time (about 5.5 hours each). So how can the author extrapolate any kind of conclusions?

Reviewer Comments

In discussing the findings, too many statements are left unexamined. For example, the fact that the respondents had health insurance, does this mean that there are not representative of the women in this community as a whole? Does this mean that they are, therefore, more lightly to get the care that they need?

The evidentiary basis of claims is unclear and unfounded…

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Reviewer Comments

- The conclusions and categorizations were interesting but lacked overall significance or impact to the field

- The authors state "It is an empowering process…" The reader needs to hear about how this was an empowering process, and see some examples to illustrate the point.

Overall Concept
Title & Concept
Setting Context
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Further Suggestions

1. Use as few words as possible
2. Be specific
3. Follow *Journal*'s guidelines
4. Have someone who knows nothing about the project read and edit
5. Have a copy-editor edit

Reviewer Comments

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End of Presentation

Publishing Engaged Work

Measuring Impact

Communicating Impact

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